POL



Contract / Revision

Original Date / Revision

## KEVISION ORDER

## Flight Dates 08/14/12-08/22/12

Order Sep 00:15:00 **Product** Estimate # 2608 MO-US SEN-TODD AKIN Alt Order # 09791017 Billing Type Cash Agency Com 15% Order Type **GENERAL Billing Contact** Billing Cycle EOM/EOC 7669 Staggers Loop Billing Calendar BROADCAST Delaware, OH 43015 Demographic A35+ SP-POL PLC Rev Codes

**Strategic Media Placement** Agency

Advertiser Akin/R/MO/US Senate

08/15/12

**Buying Contact** Sales Office DC-M

568066

08/15/12

Sales Region NAT <u>Priority</u> 1 7669 Staggers Loop Agency Ref Advertiser Ref Delaware, OH 43015

Primary Account Executive Dan Driscoll

Account Executive Order% Start Date End Date Dan Driscoll 100%

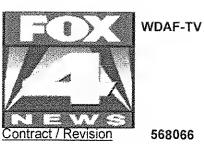
Order Share 26% Market Value 50480

Product Codes PL1Ba

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	12620
KCWE	%	0
KMBC	30%	15144
KMCI	%	0
KPXE	%	0
KSHB	19%	9591
KSMO	%	0

**Order Totals** Billing Plan Month # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount August 2012 26 \$11,156.25 \$13,125.00 0.00 07/30/12 08/22/12 \$11,156.25 \$13,125.00 26 \$11,156.25 \$13,125.00 0.00 Totals

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rt	tg Type Spots Amoun
1 4 08/14/12 08/17/12 M-F 6-7a CM-All 6-7aWTF :30 3 \$450.00 2 0	0.00 NM 3 \$1,350.0
M-F 6-7a	
NEWS	
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 08/13/12	
2 4 08/14/12 08/17/12 M-F 7-9a CM-All 7-8aWTF :30 4 \$450.00 2 0	0.00 NM 4 \$1,800.0
7-8a (7:00 AM-8:00 AM)	
NEWS	
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 08/13/12	
3 4 08/18/12 08/18/12 Sa 7-9a CM-All 8-9aS- :30 1 \$375.001 0	0.00 NM 1 \$375.0
8-9a (8:00 AM-9:00 AM)	į.
NEWS	
Start Date	
Week: 08/13/12 08/19/12S- 1 \$375.00 0.00	



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Advertiser Akin/R/MO/US Senate

Product MO-US SEN-TODD AKIN

Estimate # 2608

										Tota	als
Ln Ch	Start End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type		Amount
4 4	08/19/12 08/19/12		CM-All		S	:30	1	\$150.002	0.00 NM	1	\$150.00
NEWS		8-9a		(8:00 AM-9	0:00 AM)						
	art Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08		S	1	\$150.00	0.00						
5 4	08/19/12 08/19/12		-	9a-10a	S	:30	1	\$150.002	0.00 NM	1	\$150.00
FOX N	EWS	FOX News Sunda	ay								
	art Date End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 08		S	1	\$150.00	0.00						
6 4	08/14/12 08/17/12	· ·		530-6p	WTF	:30	3	\$450.002	0.00 NM	3	\$1,350.00
NEWS		530-6p		(5:30 PM-6	(00 PW)						
	art Date End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 08		WTF	3		0.00				· · · · · · · · · · · · · · · · · · ·		
7 4	08/14/12 08/17/12	M-F 6-630p M-F 6-630p	CM-AII	6-630p	WTF	:30	4	\$600.002	0.00 NM	4	\$2,400.00
NEWS		M-L 0-020b									
Sta	art Date End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				i		
Week: 08		WTF	4	T			·····				
E 8 4	08/18/12 08/18/12	Sa 5-6p 5-530p		5-530p	S	:30	1	\$225.002	0.00 NM	0	\$0.00
NEWS		3-33 <b>0</b> p		(5:00 PM-5	(30 PIVI)						
	art Date End Date		Spots/Week		Rating				l		
Week: 08		S		\$225.00	0.00				D		
	<u>Date Range</u> <u>D</u> 4 08/13/12-08/19/12 S	Description Sa 5-6p	5-53	/End Time Op	(5:00 PM-5:30 P-	<u>Veekdays</u> Sa-	***************************************	g <u>tn Kate</u> :30 <del>(\$225:00)</del>	Rtg Type		
	edited	·						(+)			
E 9 4	08/18/12 08/18/12	Sa 5-6p	CM-AII	530-6p	S	:30	1	\$225.002	0.00 NM	0	\$0.00
NEWS		530-6p		(5:30 PM-6	:00 PM)				l		
	art Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08		S-	1	\$225.00	0.00						
		escription		/End Time	van.	<u>Veekdays</u>			Rtg Type		
	1 08/13/12-08/19/12 S edited	ia 5-6p	530-	οp	(5:30 PM-6:00 P-	Sa-	- :	:30 <del>(\$225.00)</del>	0.00 NM		
10 4		M-F 630-7n	CM-All	630-7p	WTF	:30	2	\$450.002	0.00 NM	2	\$900.00
,0 4	00/14/12 00/11/12	M-F 630-7p	OW-71	030-7 p	<b>AA 1 (</b>	.50	2	φ430.00 Z	0.00 14101	2	\$900.00
NEWS											
Sta Week: 08	art Date End Date /13/12 08/19/12	<u>Weekdays</u> WTF	Spots/Week 2	<u>Rate</u> \$450.00	Rating 0.00						
E 11 4	08/14/12 08/17/12		CM-All	<del></del>	WTF	:30	4	\$750.002	0.00 NM	1	\$750.00
		9-930p		(9:00 PM-9		.00	•	4100.002	0.00	•	Ψ, σσ. σσ
NEWS											
Sta Week: 08/	<u>irt Date</u> <u>End Date</u> /13/12 08/19/12	<u>Weekdays</u> wTF	Spots/Week 4	<u>Rate</u> \$750.00	Rating 0.00						
		escription		/End Time		/eekdays	Leng	gth Rate	Rtg Type		
	1 08/13/12-08/19/12 N	1-F 9-10p	9-93	Ор	(9:00 PM-9:30 P-	-WThF	- :	30 <del>(\$750.00)</del>	0.00 NM		
	edited	4.50.40-	2.22	<b>.</b>	/O.OO EMA			00 /0=======			
	1 08/13/12-08/19/12 N edited	1-r 9-10p	9-930	νp	(9:00 PM-9:30 P-	-wrnF		·30 <del>(\$750.00)</del>	0.00 NM		
	sanea 1 08/13/12-08/19/12 N	1-F 9-10p	9-930	QΩ	(9:00 PM-9:30 P-	-WThF		·30 <del>(\$750.00)</del>	0.00 NM		
	edited	4-		•			,	(#100,007			
									•		

Print Date: 08/15/12

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Product MO-US SEN-TODD AKIN

Estimate # 2608

	<b>~</b> :	a	wa .									Tota	ıls
Ln	Ch	Start	End	Inventory Code	Break	Start/End	rime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 11	4	08/14/12	08/17/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:	WTF 30 PM)	:30	4	\$750.00 2	0.00 NM	1	\$750.00
1	NEWS												
12	4	08/18/12	08/18/12		CM-AII	9-930p	S-	:30	1	\$450.002	0.00 NM	1	\$450.00
	NEWS			9-930p		(9:00 PM-9:	30 PIVI)						
			End Date 08/19/12	Weekdays	Spots/Week	<u>Rate</u> \$450.00	Rating 0.00						
13	4	08/19/12	08/19/12	Su 9-10p 9-930p	CM-AII	9-930p (9:00 PM-9:	S	:30	1	\$750.002	0.00 NM	1	\$750.00
1	NEWS			·		`	,						
We	<u>Sta</u> eek: 08/		End Date 08/19/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$750.00	Rating 0.00						
N 14	4	08/20/12	08/22/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	MTW	:30	3	\$750.002	0.00 NM	3	\$2,250.00
We	<u>Sta</u> eek: 08/		End Date 08/26/12	<u>Weekdays</u> MTW	Spots/Week 3	<u>Rate</u> \$750.00	Rating 0.00						
N 15	4	08/20/12	08/22/12	M-F 630-7p M-F 630-7p	CM-AII	630-7p	MTW	:30	4	\$450.002	0.00 NM	1	\$450.00
1	NEWS			·									
			End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
We	ek: 08/	20/12	08/26/12	MTW	1	\$450.00	0.00						
		"							************		Totola	00.0	12 125 00

Totals 26 \$13,125.00